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# **LOG OF MEETING**

## **DIRECTORATE FOR ENGINEERING SCIENCES**

**SUBJECT:** For a Safer America Coalition--Be Cool About Fire Safety Campaign

**DATE OF MEETING:** April 30, 1999

**DATE OF LOG ENTRY:** July 19, 1999

**SOURCE OF LOG ENTRY:** Margaret Neily, ESME

**LOCATION:** SEIU, 1313 L Street NW, Washington DC

**CPSC ATTENDEES:** Margaret Neily, <sup>nm</sup>ESME

**NON-CPSC ATTENDEES:** See attached meeting minutes.

**SUMMARY OF MEETING:** See attached meeting minutes.

**For a Safer America Meeting Minutes**  
**APRIL 30, 1999**

The meeting was called to order by Alan Benedeck at 11:35. Also in attendance: Cleo Manuel, NCL; Kara Calace-Mottola, Fleishman-Hillard; John Ottoson, Tom Minnich, US Fire Administration; Heidi Safriet, Bob Veder, Manny DeMagistris, Avrett Free & Ginsberg Advertising Agency; Lisa Elkuss, Allstate; Liz Baker and Theresa Osypuk, Ad Council; Margaret Neily, US Consumer Product Safety Commission; Sylin Bynoe, Congressional Fire Services Institute; Mary Ellis and Steve Robinson, National Fallen Fire Fighters; Pat Nolan, General Federation of Women's Clubs; Hank Fellner, National Safe Kids Campaign. On the telephone: Gabriella Hayes, National Parent Teacher Association.

Allstate presented a sample advertisement they want to produce (attached). The ad shows an Allstate agent distributing "Be Cool" materials, and explains the positive role of fire education. The coalition members reviewed the ad and gave Allstate the go ahead to produce the spot.

The Ad Council gave a report on the success of the public service announcement campaign. In 1998, the campaign received \$15.3 million in donated television time.

The agency, AF&G, presented the new script for the video. Osypuk asked the agency to spell out what a family should do in an escape plan. The agency said that they would treat it visually. Fellner suggested that we add a meeting place. Ottoson said to tell people to have multiple smoke detectors. Other suggestions from members included edits on changing batteries in detectors; the "Chirp" sound versus the "beep" it makes when it needs a battery changed; and dealing with fire extinguishers.

John Ottoson commented that he thought the presentation was very well done. He mentioned three items. 1. The house we are using in Hagerstown did not burn down (the video said it did). 2. the video says that the house didn't have a smoke detector, it did;

it did not have a WORKING smoke detector 3. Kitchen pan handles aren't as big a problem as cooking left unattended. Hank Fellner suggested that the video show someone leaving food on the stove while they take a phone call. Ottoson said microwave cooking is not a problem, and that cooking on a stove is when it is dangerous.

Pat Nolan pointed out gender issues in the video, noting that the boys were always breaking the rules. Lisa Elkus asked about adding more cultural diversity to the final product.

Osypuk asked about displaying good behavior for kids to model. She was concerned about the kids setting a fire scene specifically, hoping we show curiosity not arson.

Mary Ellis suggested that we keep our messages simple.

Osypuk said that we plan on launching the new video in October. Fellner said Safe Kids could give a copy to each coalition member. Nolan said that the women's clubs could help with distribution.

The coalition suggested that public service spots be cut down for escape plans, smoke detectors and cooking fires.

The rough cut will be available in July. The coalition will meet and review the rough cut on **THURSDAY, July 29.**